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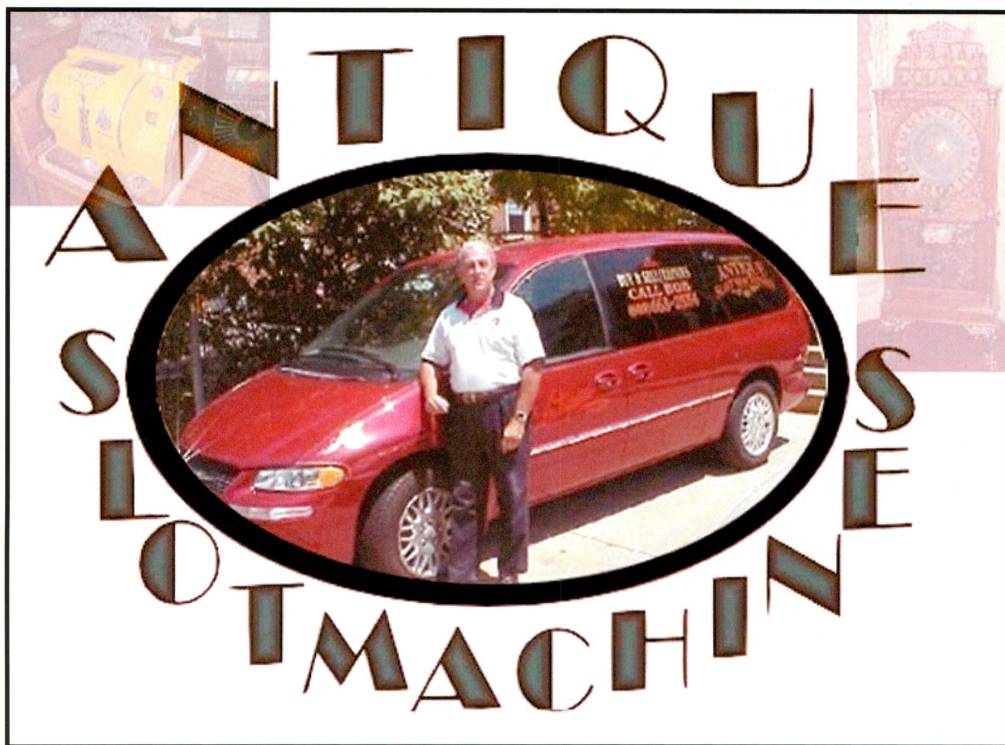
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The Superior Horse Race

Cover Story by
Johnny Duckworth



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Message from Our President...

Summertime greetings to our members and to all new members who have joined since the last issue of C.O.C.A. Times. I hope you are all enjoying the hobby and making new finds and new friends during this season of flea markets, auctions and antique shows. Your association has been busy making plans for our 2011 national convention, which will be announced in the fall issue of this magazine.

We had a nice turnout for our spring meeting at the Chicagoland show in early April. In addition, Greg McLemore kindly shared some of his experiences as our guest speaker and the members approved an updated set of by laws for the association. The new by laws are posted on our web site if you want to review them.

We are also pleased to confirm that we have signed improved contracts with the Hilton Garden Inn, St. Charles, IL through the fall 2013 Chicagoland show. The new contracts lock in our \$99 per night room rate. In addition, effective with the spring 2011 show, the hotel is including a \$5.00 voucher per room per night that is good towards breakfast in the hotel's Great American Grill. Our thanks to association vice president Marsha Blau for negotiating those great arrangements. Please remember to make your room reservations with the hotel itself (630-584-0700) if possible and tell them you are a COCA member when making the reservation. It is also a good idea to remind them of your COCA membership when checking in and out. The association will then get credit for your room nights, which helps us negotiate better deals for COCA members.

Your association is operated by a board of directors and various committee chairpersons. In addition, we are always looking for volunteers to help us provide better and more cost effective services to our members. Currently, we are looking for volunteers to help with the day to day administration of our web site and to help us improve the design and functionality of the site. If you are willing to help with the web site or with any other association activity, please email me at erickjohnson@cox.net.

In closing, I want to remind everyone that our association is always looking to grow. Growth ensures our survival, but it also allows your board, committee chairpersons and volunteers to provide you with a greater benefit for your dues dollar. Most importantly, the growth of interest in our hobby is vital to our investments in our collections and in our coin op related businesses. Each of us should bring new members into COCA and develop interest in our hobby whenever and wherever possible. I hope to see you in Raleigh Durham, North Carolina for our 2010 convention and at the upcoming Chicagoland show November 12, 13 and 14.

Erick Johnson
COCA President



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DEADLINE FOR NEXT ISSUE: AUGUST 10, 2010

The Superior Horse Race

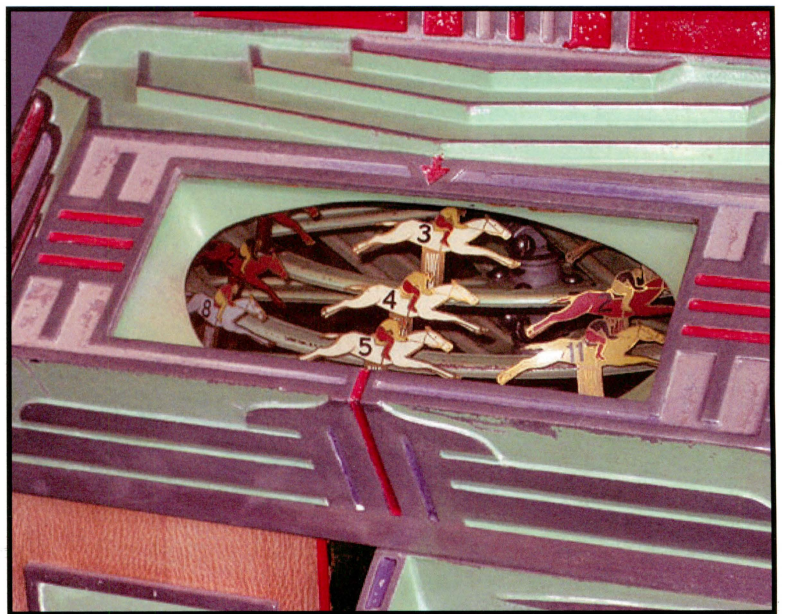
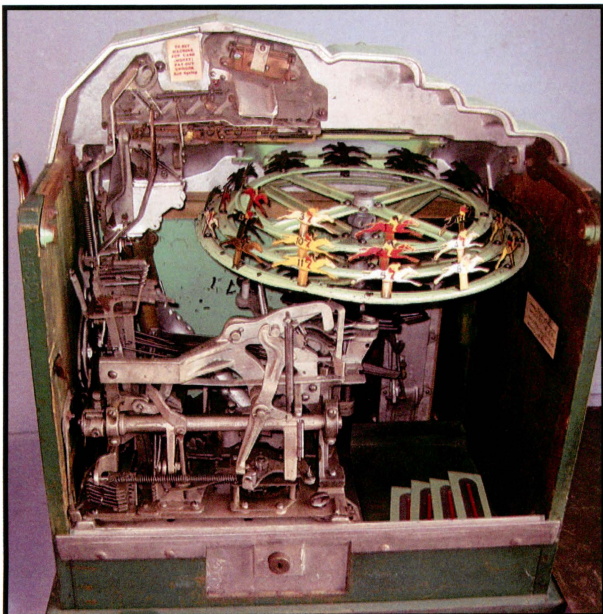
Cover Story by Johnny Duckworth

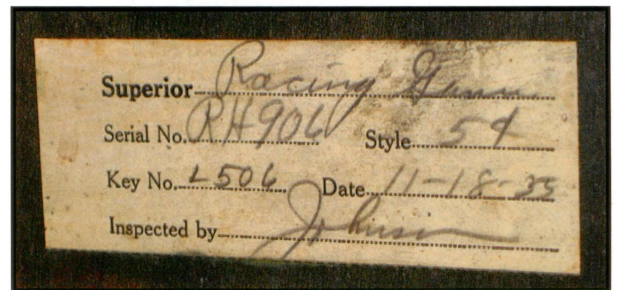
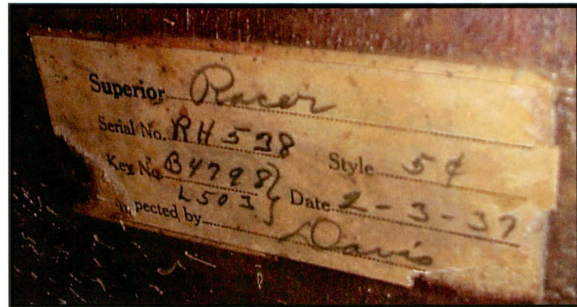
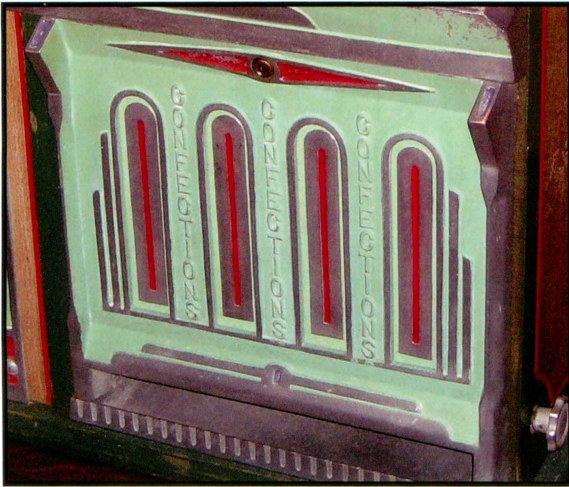
This antique slot machine is known as a Superior Horse Race, and is very easy to identify as a Superior model with the art deco coin motif and escalator design. Superior used this coin entry design on several models as well as producing various goose-neck models. Most of the machines you will find produced by The Superior Company explode with style and vibrant colors. Superior also made a 2 reel slot machine as well, called the Midget. They bought that design from Vendet in 1932 which they later sold to Burtmier in 1933.



Superior fabricated the horse race cabinet around a redesigned mechanism with the majority of the parts coming from Mills Novelty and some from Watling Manufacturing. The mechanism is unique; it uses a Watling reel bundle on its end so the reel pay discs are spinning horizontally as opposed to vertically. Three concentric circles, each with different colored tin horses mounted on

them, spin inside one another. The players' goal is to line up the correct colors of horses to make a payout. To win the large payout the





player will need to line up the 3 gold horses which will then dump a brass token from the left side of the machine. Another odd thing about the Superior Races is the award cards. Numerous versions were put on machines. Instead of just showing the number of coins received, some cards say “Free Replays” before the payout number. For the gold award, some cards say only “Token” while others say an amount the token is worth. Probably the machine came with all these cards and you could put in the one you wanted.

This slot machine is one of the most highly sought after machines from the 30's. The machine was introduced in 1934 in a 5, 10, & 25 cent model. Each machine came with alumi-

num filler plates which would hide the mints or lack of mints. At least three different paint schemes have turned up on these machines. The early machines consist of a light green body color with red and blue accents. The other paint schemes you will find are various colors of wrinkle paint and have no polished areas on the castings. These machines seem to have been sent back to the factory and refurbished. A number of the wrinkle painted machines are copper wrinkle with red and black accents. They have serial numbers with later dates on new labels inside, which are clearly pasted over the old date labels. You will observe a low serial number with a later production date due to this procedure.

(continued on next page)

The Superior Confection Company has an interesting history behind it. Gustavus Snyder, better known as 'Gus', started his slot machine and mint Company in 1924. The business was successful and sales were good for his Columbus, Ohio company, but on March of 1936 everything changed. Gus was convicted of tax evasion, amounting to \$10,000. He was sentenced to two years in the Milan, Michigan federal prison as well as a \$5,000 fine. While in prison he needed an operation to have his appendix removed. Snyders's family petitioned the prison to let him be operated on by a private surgeon but the prison officials said he was a prisoner and he would be operated on by the prison surgeon. So 10 days before he was to be released from prison, he had the operation, and on November 24, 1938, two days before he was to be released from prison, Gus died of complications from the surgery. He was only 52 when he died, and that left his wife and son to deal with the business. The Superior company liquidated its stock and the company was sold on July 26, 1939.

There is only one known advertising flyer of the horse race which has been partially reprinted on page 121-122 of Dick Bueschel's book, "Lemons, Cherries and Bell Fruit Gum". This is a very interesting flyer since it was printed up by Buckley Manufacturing in Chicago. This 4 sided color flyer also shows a machine filled with Superior play ball mints to add to the confusion. We will never know but it just makes you wonder if Buckley could have built this machine for Superior just as they did for others such as Bally with the Bally Reliance.

Printed on the inside of the flyer it states; Buckley Manufacturing 2156-58 West Washington Boulevard Chicago. Racetracks consist of 3 large revolving tracks, outside track 15 inches in diameter with choice of 14 horses or 13 dogs and one rabbit, center track 13 _ inches in diameter with choice of 12 horses or 11 dogs and 1 rabbit, inside track 11 _ inches in diameter with choice of 10 horses or 9 dogs and 1 rabbit, all character horses, dogs, and rabbits are numbered with special reward card paying off win, place, and show combinations. No dog races have ever been found as listed in the flyer.

The list of serial numbers with this article represents most of the known machines which have survived to date. It is estimated that only 20-25 of these horse race machines still exist today. If you know of any Superior machines please contact me at 816-835-3316 or by email at johnny@kccoinop.com.

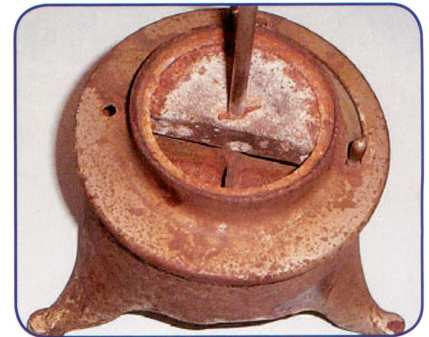
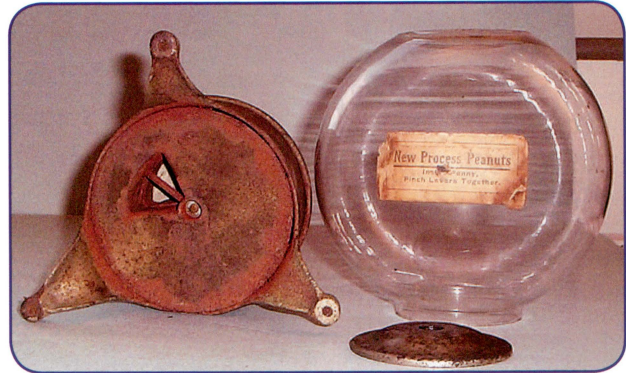
- SERIAL LIST -

<u>Serial</u>	<u>Denomination</u>	<u>Date</u>
RH-538	5 cent	02/03/37
RH-546	5 cent	06/29/34
RD-549	5 cent	06/29/34
673	25 cent	Tag Missing
RH-684	5 cent	08/29/34
RH-769	5 cent	10/17/34
RD-780	25 cent	10/19/35
D-794	5 cent	11/02/34
RD-811	5 cent	12/02/36
RD-821	5 cent	06/17/35
870	5 cent	Tag Missing
RH-873	5 cent	09/04/35
RH-876	5 cent	09/16/35
RH-882	5 cent	10/21/35
RH-906	5 cent	11/18/35
RH-945	5 cent	04/04/36
RH-947	5 cent	Tag Missing
RH-953	25 cent	04/19/36
RH-974	10 cent	07/27/36
RH-986	10 cent	Tag Missing



It's a Mystery?

by Randy Razzoog and Dave Dennett



So you have hunted, advertised, and made plenty of contacts. The pickings are slim. If someone does call you, it is about a plastic machine still being made to this date. Well, here we have a dandy folks! It was found with Winchester Rifles, some oddball papers from the company, and various other collectibles from Winchester. So the question is, could this be a machine made by the Winchester Company as well? A very strong possibility. This miniature vendor is roughly 10" tall, works on a penny, and is mostly cast iron. This is thought to be a peanut vendor due to the original decal and portion size of the vending wheel. To operate this machine, the coin is inserted in the slot and then with thumb and forefinger you would pinch the two upright pins, activating the mechanism to dispense its product. The globe and complete machine in general, are held together by a rod that is extended from the top cap to the very bottom of the base. The locks utilized for this vendor are the same style that the Bluebird, Grandbois, and other vendors of the late teens used. Partially due to the locking style, along with its' cast iron body and top cap, it is pretty safe to date it in that same time span. This appears to have been utilized on a location as the salt from the peanuts have corroded the inside, but not to the point where any lingering damage has been done. The product is dispensed out of the very bottom so you would have to hold your hand underneath to catch the nuts. Not the best or most sanitary way, but there is no evidence of any tray ever being present. Possibly due to that very issue, along with the fact that it appears top heavy is why this is so rare.

Watling Fortune Telling Mirror Scale

President Model, 1927

by Jim & Merlyn Collings

This handsome “Lollipop” scale measures approximately 6 feet tall with a “Big Head” diameter of 2 feet. This “President” scale was largely devised by Tom Watling in 1922 but didn’t actually vend until 1927 (photo 1). Located in the center of the glass face is an 8” mirror. During the Roaring Twenties mirrors became quite fashionable. The mirror helped hide the counter-balance and fortune telling mechanism (photo 2). Fortune Tellers, Tarot card readers and crystal ball gazers were also popular during the 1920’s as well.

As the patron stands on the scale platform, the brass knob located on the column is turned to dial up a particular question (photo 3). When a penny is deposited in the coin entry, the weight is shown and the question is answered in the viewing window. There are eight different questions that can be answered. Each question has 8 different (sometimes silly) responses. These questions are: What Is My Main Talent? Will I Succeed In My Project? What Will My Husband Be Like? Will I Have A Family? Will I Be Happy In Marriage? How Will I Get Rich? What Will My Wife Be Like? How Many Times Will I Marry? (photo 4).

The red, silver and blue reverse on glass face also reads “YOUR FORTUNE AND WEIGHT” “ONE CENT” (photo 2). The hinged rim on the head of the scale was made of German silver. This was really an operators dream because he could remove the back door and open the front part of the hinged head to make his job easier (photo 5).

Another well received Fortune Teller was the “Gypsy” or “Black Cat” of 1925. On the glass face on the “Gypsy” a witch is shown stirring her brew in a cauldron. Watching her is a blond girl and a black cat (photo 6). This model is highly prized by collectors, and was also made in blue porcelain (photo 7). These “Big Head” or “Lollipop” scales were very successful.

Therefore Watling made several styles including the “Ambassador”, “Senator” and the “Gambler” scale. Refer to COCA Times, Vol. 4, Issue 1, March 2004.

The cash box of the “President” is located near the bottom of the fluted column, which holds a hundred pennies. The brass foot plate is on a porcelain platform (photo 8).

The Watling Manufacturing Co. had been producing scales for nearly 75 years. The “President” or “Fortune Telling Mirror” scale is one of their finest and innovative “novelty” coin-op “Lollipop” scales.

HAPPY SCALE COLLECTING!



Photo 1

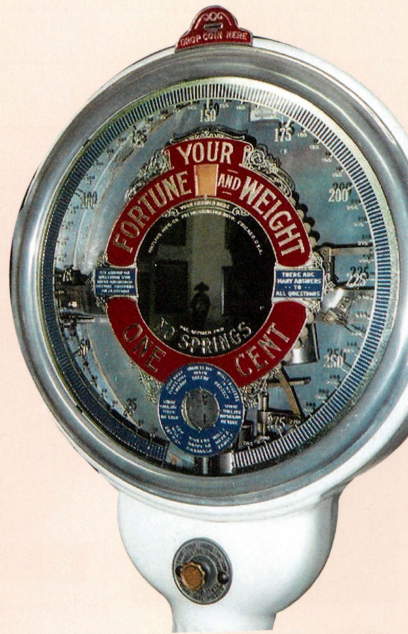


Photo 2



Photo 3



Photo 4

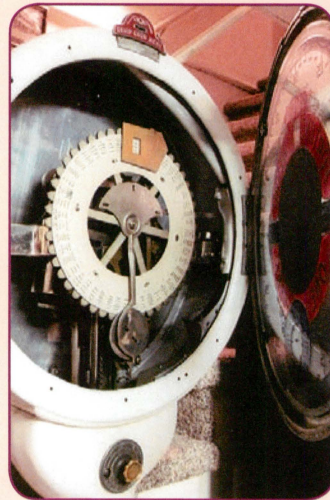


Photo 5



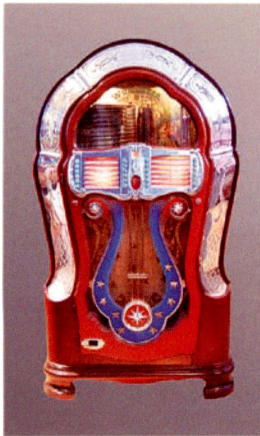
Photo 6



Photo 7



Photo 8



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ANATOMY OF A CLOWN

-- Part II --

by John Peterson

If your memory is superior to mine, (not much of a challenge, I will admit,) please forgive me while I recap our story up to this point.

At the end of ANATOMY OF A CLOWN, PART I, I was awaiting delivery of my latest love, a Bajazzo or clown catching game that I purchased in an Ebay auction. The game was non-working but advertised as being complete – maybe – and with several features that began to make me think, after I had already made the successful bid, that the game was not original. Two items in particular that caused the most doubt were the hinges that definitely had something funky going on, and the domed top to the case, a feature that I had never, ever seen on a clown catcher. My concern was that I had purchased a composite game, one where the original door and mechanism had been added to a much later (and incorrect) case.

The Day of Reckoning arrived. The doorbell rang and Greg, my main UPS man smiled as he delivered the oversize box. I tore into it and carefully removed my treasure. I could hear a ball rolling inside the mechanism so I did what any proud owner would do; I deposited a coin and held my breath as I activated the ball-lift lever. Boink! Something dropped inside the case. I opened it up and there, lying on the bottom of the case, was a small blue marble. These games are made to operate on a steel ball bearing. A glass marble is too light to trigger the inner workings of the game. I replaced the marble with the correct size bearing and activated the

game with another coin. As I raised the ball-lift lever again, I heard the same sound only louder this time as the steel bearing fell out of its holder on the way to the top entry hole.

Now would be a good time to explain how this game works. Photo

Photo A



A is the ball lift arm at rest at the bottom of the arc. You can see the ball resting in its “carry” position at the end of the lift arm. Using the “T” handle on the right side of the front of the game, the player is able to lift the arm from its full “down” position to the full “up” position where the ball enters the

top of the playfield. After a round of the game has been played, win or lose, the ball is retained inside the mechanism at a “gate.” Putting a coin into the coin slot opens the “gate” and releases the ball which rolls down into the carry position at the end of the lift arm, Photo A.

Photo B is a wider shot of the interior mechanism. You can see the ball lift arm at rest. The crescent-shaped flat metal piece extending from bottom to top, right side, is the track that keeps the bearing from falling out while it is lifted to the top where the ball rolls out, entering the playfield at the hole seen in Photo C. The player controls the clown and if the ball is caught by the clown after bouncing through the pinfield, the clown is retracted to the far left and the ball

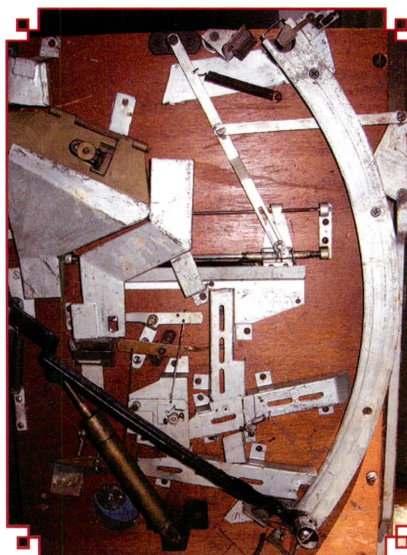


Photo B



Photo C



Photo D

drops inside, activating the payout wheel, Photo D. If the clown misses the ball, it rolls into the drain hole. In either situation, the ball returns to the “gate” to await another coin release.

One of the problems with my Bajazzo was the metal crescent strip; it was not parallel to and tight against the arc of the ball lift arm. As my lifter arm raised the ball, the metal strip curved inward, allowing the ball to drop out of its holder and fall into the bottom of the case. Why would someone mess with the height of the metal strip, I wondered? I have no idea. The fix was as simple as putting a series of thick washers underneath the track braces thereby raising the metal track back to its proper position.

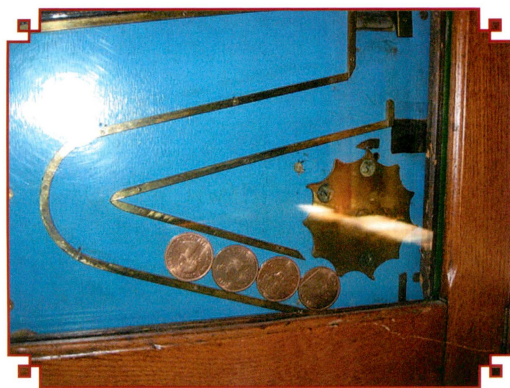


Photo E coin, the old British big penny, also known as the “1D.” When I received Bajazzo, this track had been narrowed to fit a much smaller coin. The problem was, I had no idea what that smaller coin was. Like any good idiot, I tried a variety of coins, trying to find the one that: 1) activated the interior mechanism that controlled the ball release, and 2) properly fit the exterior pay-out wheel. The closest fit I could find was the old British half-penny. It would release the ball and would sometimes work with the wheel. I say “sometimes” because sometimes, it would roll right past the wheel and into the pay-out cup. You need to understand that as the coins are fed into the game, they immediately drop into the external track where they are trapped by the wheel, awaiting payout for a winning catch. They are the visible sign of potential wealth available to the skilful player, the equivalent of the carnival barker who yells out as you and your bride try and sneak by, unseen: “HEY, YOU!” We can’t have the coins roll right past that pay-out wheel and right back to the players without a winning catch now, can we? NO, WE CANNOT!

I played and played with this segment without success until it finally occurred to me; maybe the exterior coin track had been altered and I was experimenting with the wrong size coin. I took a closer look at the pay-out wheel and discovered that the old 1D penny was the correct size to fit the indentations in the wheel. This drove me to look at the

coin track bars. Very close inspection revealed the lower track had been moved upward, narrowing the distance to fit a smaller coin. Once I re-adjusted the track back to its original position, the game came together. The 1D coins were the size originally intended to operate this venerable game. With these two rather simple adjustments, the game was now back in business as originally intended, stealing pennies from the gullible and the overly optimistic, me!



Photo F hinges on the original pieces. This door and its mechanism originally were mated to a different case. I was correct in my suspicions that this domed case is an imposter. If there is good news, (and there is always a bright side for the true collector, my friends), it is that this case is also from the same period and it is also from the same country, Germany. Whoever put these two together did an admirable job of mating two parts that, when joined, look like they belong together like an aged husband and wife. The color of the wood and the grain patterns are so well suited that, absent the tell-tale signs of the hinges and the dome, most collectors would never have suspected anything amiss. My considered opinion is that this is a German 1920’s Jentsch & Meerz “Bajazzo” mated to a German allwin case, also of the same vintage. This game was originally manufactured for export to the British market, this conclusion supported by the coin size appropriate for the interior mechanism as well as the exterior pay-out wheel.

Is there a moral here? Of course there is. And it is this. Even those of us who have been in the field a long time and consider ourselves to be “knowledgeable,” (“expert” being too strong a term, particularly in view of the story above) make mistakes and come to the wrong conclusion sometimes, just like anybody else. Nobody knows it all. The day I stop learning is the day I exhale my last breath. Rejoice in being a part of a fascinating hobby where there is still, so much to learn!

THE END

The National Game

by Bill Petrochuk

On a chilly afternoon in September of 1931, a foundryman left work with his lunch box several pounds heavier than it had been just a few hours earlier. He headed out of the National Cash Register factory in Dayton, Ohio, completely unaware that he was about to change history. He walked down Patterson Boulevard toward a familiar unmarked door and knocked twice. A peephole opened and he was soon inside. He then opened a second door and descended a narrow stairway. Behind a third door he entered a dimly lit, smoke-filled room. He stepped to the bar and asked for a short beer, then slid a dime to the humble bartender wearing a bow tie and white apron. Finally, he walked to the last booth and sat down across from Al Levy. Looking back over his shoulder, he removed the bundle wrapped in brown paper from his lunch box and handed it to Al. "Remember, you didn't get these from me," he whispered. "Never seen you before," Al replied as he gave him a tightly folded picture of Alexander Hamilton and stuffed the bulging bundle into his overcoat pocket.

That may or may not have been the way that the heavy brass marquees, needed to complete the "National Game", were delivered to Albert S. Levy. Plenty of parts for other games left factories in lunch boxes over the years. Sadly, we'll never know for sure. NCR had ceased production of the fancy brass cash registers several years earlier, but still had an operating foundry capable of making the more modern looking, thick brass machine topper. There were also many other foundries in Dayton that could have done the job. Whatever the source, a brass marquee with the word NATIONAL on a 1930's game from Dayton is truly unusual.



Albert S. Levy began his career as a furniture salesman. He decided to go into the coin-operated machine business, and from 1926 until 1944 he owned and operated the A S L Sales company. He sold "vending, stamp, scale, and coin controlled automatic amusement machines, automatic phonographs and supplies," according to the Dayton city business directories of the day. The store was locat-

ed at 133 Washington Street, only about a mile and a half from NCR headquarters. Dayton was surely a great city in which to peddle the “National Game” to the speakeasies, tobacco shops and corner stores that catered to the thousands of industrial workers, including the huge work force at NCR. When prohibition ended in December 1933, Al would have access to even more locations for all of his many types of coin-operated machines.

Inside paperwork sandwiched between the glass and the front faceplate reveals that the “National Game” started out its life as a Peo Little Whirlwind in 1930. By 1931, other copycat manufacturers had removed the upper-half of the spirals on the playfield and recast them to make old games new again. This included Field Mfg. Corp. of Peoria with their “Vest Pocket” series of games and M.M. Marcus of Cleveland with “Scotch Golf”. The cast aluminum playfield on Al’s machine looks identical to the Marcus game with the exception of a red rubber bumper that was added at the top left corner. Cardboard “skill and amusement” instructions are pinned to the playfield, as was done on the Marcus “Scotch Golf”. The machine is crowned with the heavy brass NATIONAL GAME marquee of unknown origin.

The extremely politically incorrect background graphics are what really gives the “National Game” its WOW factor. Two black faced men with wa-termelon lips are depicted holding poker hands. Between their faces and hands, the words “DEUCES-WILD” appears in bold red print. The happy smiley-faced man on the left is holding four aces, while the frowning sad sack on the right holds a kings over queens full house. The late 1920’s and early 1930’s appeared to have produced a plethora of this type of game, including the 1931 Hollingsworth “African Golf”, 1931 International Mutoscope “Tip The Bellhop”, 1933 Amusement Coin Machine “Coconuts”, and the 1925 Exhibit supply duo of “Hit Smiling Joe” and “Sambo Fortune Teller”. One could certainly build an entire collection of counter games based on this politically incorrect theme. Also interesting is the A S L logo. Only a true salesman would have the cojones to lay the L on top of the S to form a dollar sign!

The “National Game” has crossover appeal to a wide range of collectors. Along with coin-op addicts, most cash register collectors and black memorabilia lovers would be proud to add this game to their collections. Dick Bueschel mentions another



game credited directly to NCR in his book *Vintage Trade Stimulators & Counter Games*. The game was made in 1929 as a numbers reel type game. I have never seen this game and do not know if any examples exist. Perhaps another coin-op collector or NCR junkie has one in his collection and will one day share a picture of it with us.

The “National Game” was discovered by friend and fellow collector Tom Novitski of Alabama. He showed it to me in 2008 and was seeking information about its history and value. A year later he told me it was for sale and that he was bringing it to the Chicago Show in November. He gave me a price and we quickly struck a deal. It needed a mechanical tune up and some cleaning but otherwise it was still in good original condition. Many thanks Tom. My sincere appreciation goes out to the folks at the Local History Reference Department at Dayton Metro Library. Finally Jeff Opt, NCR Archivist at Dayton History was utterly invaluable in offering information about the history of NCR. Anyone interested in National Cash Register history would be well served to contact these helpful Dayton citizens. Sadly, in 2009 NCR moved its corporate headquarters to Duluth, Georgia, an event sure to change the fine city of Dayton forever.

Tales of the Hunt

Hosted by Jack Freund

*This "Tale" comes to us from **David Quattrocchi**. He is from the Chicago area and seldom misses the Chicagoland show. I'm sure he is very happy that he attended this particular event. Those of us who were at that same show all had the opportunity to be the "finder" of this item but passed it by. Why? Probably because it had been reproduced a number of years ago and we just assumed it was another reproduction. Maybe we were just afraid to take a chance as we had never seen an original before. David took the chance and was nicely rewarded with a great original "find". Here is his Tale. Let's title it*

"KNOWLEDGE OR LUCK....A LITTLE BIT OF EACH"

by David Quattrocchi

I have read and enjoyed many of the stories others have sent in to your column about their great finds. And because I experienced a great find myself I thought I would share my own story with your readers. My story begins a bit differently than others I have read. My find wasn't discovered in an old barn, or found at a roadside garage sale, an unpublished or obscure country auction or estate sale, or even stored away in grandma's attic. No, it was found right out in the open, in front of many of us who are reading this column now. It was right there, at the Chicagoland show a few shows back. No, it was not one of those great finds that are found in the parking lot at 4:30 AM on Friday morning. It was found out in the open, right on top of a dealer's table inside the Mega Center, late Saturday afternoon.

As I took a break from my booth to take a look at the show myself, I happened upon a coin operated table top lung tester. It looked old to me and had some interesting markings on it. As I examined it, another collector made

mention that it was a first run early reproduction machine done by Mike Gorski. I continued to look it over noticing that the base of the glass cylinder had etching that read "J.D. Wolf, New Brighton, PA" I thought that was unusual for a reproduction. I noticed waviness and small bubbles in the glass cylinder as well. And the machine looked to have been used, as the tube inside the glass was rusted and the tank was made out of old metal. There was evidence of old label adhesive present on the front of the wood cabinet, but the instruction label was long gone. I thought all of this was strange, but interesting.



On the way back to my booth I stopped by one of my dealer friends and asked if he had seen the lung tester. He said he thought it was a reproduction as well. Back in my booth, the machine continued to be on my mind. By late Saturday afternoon I couldn't take it any more. As I walked towards the booth that had the lung tester I had that feeling that someone else had beat me to buying it. It was still there! I felt I had to put my hand on it as I made the purchase.

On the way back to my booth I stopped at Mike Gorski's booth. I wasn't sure I wanted to hear his answer, but if one person would know for sure if it was one of his reproductions, it would be Mike. I sat the machine down and in his friendly way and always happy to see you personality, he said "Nice machine there". I said I thought so too and could you tell me if it is one of yours? Mike immediately said it was not one of his. I showed him the writing etched in the glass and the clear evidence that the machine was heavily used and showed age. He said "no, it's not one of mine but I don't think it's a reproduction either. That glass etching wording and numbers isn't my work either." WOW, I just couldn't believe it. Could this really be an old machine?

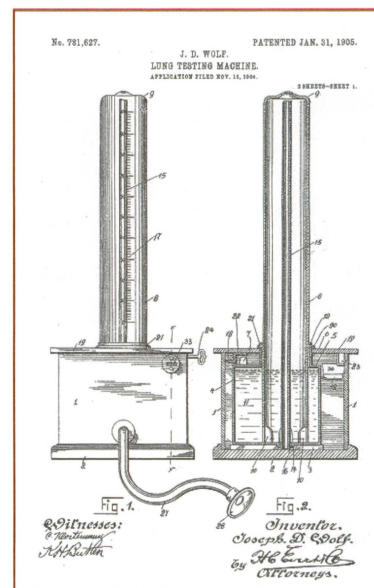
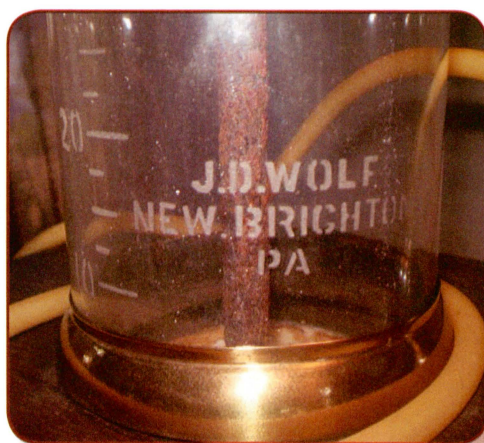
The search was on. I started looking for information about the machine. I searched every coin-op related website but could find nothing. One day I decided to visit a web ancestry website, which I had to join to get information access. Should I give it a try? Why not, I had tried everything else.

I started some key word searches about the machine and it's etched wording. About 10 minutes into my search BAM! There it was!. A link to the original patent application and patent approved paperwork. My previously unknown machine and manufacturer have now been rediscovered after 105 years. My machine is not a reproduction, it turned out to be the J.D. Wolf Lung Testing Machine, patent applied for November 15, 1904 and patent #781,627 approved and granted January 31, 1905. The patent was granted for improvements J.D. Wolf designed to eliminate the problem of vandals inserting cigar paper and other debris into previously designed machines that would float around in the water.

This was the second time I learned to follow my hunch and take a chance when I have a strong feeling or just really like it. The first time was an early Fleece gum machine. That story for another time.

I have really enjoyed reading everyone's stories over the years and I'm glad to have had the opportunity to share one of mine with you. I wish everyone happy collecting and success in discovering and enjoying your own great finds. I hope you will share your stories with the rest of us.

That was a great "Tale" from David. Now it's your turn to tell your tale. Please send it to Jack Freund, PO Box 4, Springfield WI 53176 or e-mail it to jbgum@msn.com. Your tale is next. jbgum@msn.com. Your tale is next.



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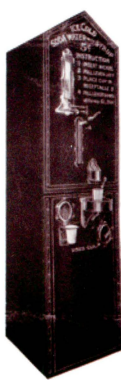
Old Photos – Where Are These Machines Now?



Donkey In The Gold Mine
Watling
(Chicago, IL)



Sanitary Popcorn
Vigo
(Terra Haute, IN)



Soda Water & Syrup
Automatic Soda Fountain
(Norfolk, VA)



Sceniscopes
Mills
(Chicago, IL)



Illustrated Song Machine 1906 version
Mills
(Chicago, IL)



Exhibition Cail-o-Phone
Caille
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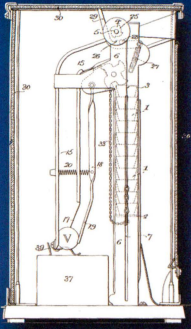
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Mansfield's Choice

Roger Smith

A vendor of choice for most collectors

Skeletal vendors, with their exposed product and mechanisms, were designed to portray honesty and attract the curiosity (and pennies) of the passerby. This is just as true today as it was near the turn of the last century. It was certainly true in the 1950s when I encountered this machine for the first time in the basement of my Grandparent's home in rural New York State. What could be more fun for a young boy than the intricate workings of a Mansfield's Choice vendor with its mechanical intricacies and brass bells? In many ways, it was this chance experience that started my own path towards learning about and collecting coin-operated machines. The classic look of this machine and its brightwork mechanism still attracts the attention of collectors today, making it a "must have" for most. Despite this, few know about the prolific inventors responsible for its design or the short-lived chewing gum company that drew the wrath of none other than a chewing gum giant.

Inventors

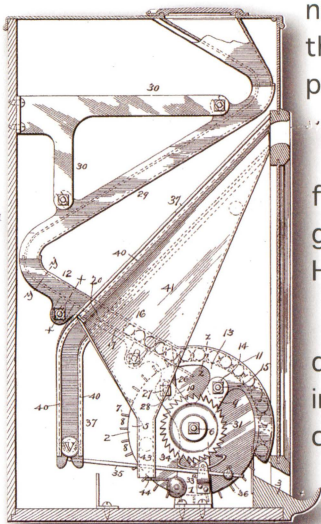
Simple inspection of the case of a Mansfield's Choice vendor generally reveals two patent dates, November 19, 1901, and June 10, 1902, and the hint of future pending patents. A little detective work reveals that one of these patents deals with an obvious relative of the commonly found mechanism and the other deals with the method of constructing the iconic glass case. Both reflect the efforts of a creative pair of inventors; Alexander and Otto Jaeger of Philadelphia.

*Inventors:
Alexander Jaeger
Otto Jaeger.*

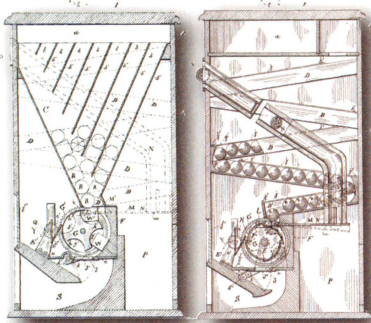
Tradition of Vending

The first appearance of the Jaegers in United States Patent Office records is in a jointly filed 1894 patent (granted in 1895) for an automatic vendor that used the weight of the vended products to drive the mechanism, thus "avoiding all complicated power or spring mechanism of any description to aid the operation of the machine." This vendor was also touted as allowing a wide variety of products to be vended. It is probable that if the machine was ever produced, the weight of most of the products suitable for vending would not be sufficient to actually operate the machine. It is interesting to note that in the second figure, a Z-shaped incline for holding the product was shown. This is very similar to the bent tubes used in the gravity vendor 10 years later (see C.O.C.A. Times XXXX) and a cigar vendor patented by Henry Davis in 1903.

By 1895, Alexander submitted and patented a coin chute with a magnet situated to deflect iron slugs so that they could not be used to operate the vendor. Despite this improved method of slug ejection, when Otto submitted his 1901 patent for a single column forerunner of the Mansfield, it used only a small cutout and spring to eliminate disks smaller than a penny.



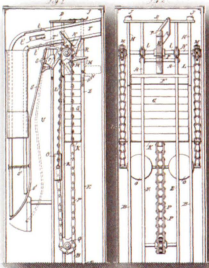
Davis cigar vendor
1903



1895

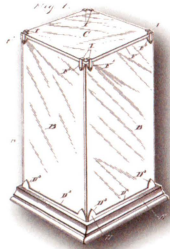
a downward channel leading to an escapement lever, a stack of gum packages on a moving platform, a counterweight and chain system, and the iconic

toothed wheel that pushed the top gum package from the stack when the mechanism was started.



1901

The other patent found on the front of the Mansfield's machines is the 1902 patent by Otto for the construction of the outer glass case that encloses the machine. This was the first of a series of three patents issued to the Jaegers between 1902 and 1906. This particular patent includes the important element of locking pins that extend from the framework holding the glass into the base that allows the case to be locked into position.

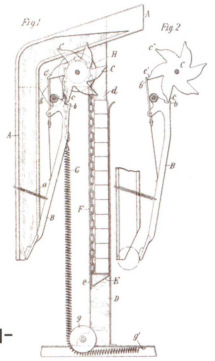


The most likely candidate for the pending patents mentioned on the case is a 1903 patent by Otto for an improvement in the coin chute. This improved coin chute had a bulge near the top to deflect small slugs and to block the use of a wire to start the mechanism. Further down the coin track Otto placed a weighted swinging deflector that was designed to deflect the coin should the machine be tipped to defeat the bulged section. This clever combination suggests innovation in response to a problem detected once the machine had actually been produced and placed on location. If this were the case, it could provide an indication of the first year of production for the machine (though as we will see, it is more likely that it was not actually made until more than three years after this point).

Further Innovation

The year 1904 brought another refinement to the basic machine design when Otto was granted a pat-

ent for a mechanism with an improved escapement "whereby the apparatus is rendered more simple and more positive and satisfactory in its operation." Notable in this patent is the absence of the counterweight and chain system to elevate the stack of gum. The lifting power is delivered by a long extension spring that originates below the machine, runs over a pulley and over the top deflecting wheel. This chain no longer attaches to the center of the rising platform, but rather to the side of a now reinforced triangular assembly.

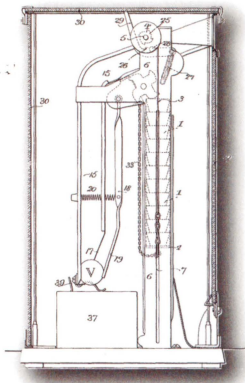


In this form of the machine, Otto identified a problem with the previous design: A lightweight coin could empty the machine. The 1904 patent prevents the discharge of the goods until the lower lever tripped by the coin returns to its original position.

It sometimes happens that a spurious counter or a coin of light weight swings the lever B only partly away from the opening of the chute A, so that the coin remains wedging the lever, (to the right in the figure,) whereby both horns of the escapement-lever are disengaged from ratchet C and the elevator will continue to deliver the articles until empty.

The Next Improvements

Alexander Jaeger contributed the next response to innovative cheats – a coin box and further improvements on the 1904 patent by Otto. This version employed a coiled spring around a top axle that used the force of the spring to elevate the merchandise platform by the way of metal tapes. The upward force of these lifting tapes was used to rotate the rotating star-shaped wheel that this time had only 4 teeth, rather than the 6 teeth of the predecessor. Alexander also included a new lever at the top of the machine that disengaged parts of the mechanism to make loading the machine much easier.



Alexander noted in his patent application that **"As usually constructed, these machines may be robbed by inverting them and then sliding the coins along the top until they are in line with the delivery chute, and then removing them."** To defeat this ploy, Alexander provided for a coin box fitted with guards that made it difficult to shake the coins back out through the entry slot.

The final Jaeger patent for the Mansfield's family of vendors was issued in 1908, and it again references the original 1904 patent. The main purpose of the patent was a group of refinements to the refill mechanism. Of interest is the fact that the patent was witnessed by one George T Haines, of Philadelphia, who just one year earlier had been granted his

own patent (the only one he was ever granted) for a vendor with a superficial similarity to the Mansfield's vendor. Haines' machine had top coin entry and coin chute and vertical stack of product that superficially resembled those of the Mansfield's but, in this case, the product is vended from the base of the stack, rather than the top. It did, however, have the classic bell at the base of the machine that

sounded when the vendor was used.

Alexander and Otto Jaeger together would amass over 45 other patents in their long careers as inventors, with the last patent granted to them in 1920. These patents ranged from fabric designs to barrel lids, from cigar cutters to medicine cabinets. One area in which they received a number of patents was the growing market of the automat. With the opening of the Horn and Hardart Automat in Times Square, New York, in 1912, these popular establishments drove a need for innovation and the Jaegers complied.

The Mansfield Gum Company

The exact roots of the Mansfield Gum Company are somewhat difficult to determine with certainty. New Jersey records indicate that the business of Breese and Mansfield was dissolved April 12, 1897, but a direct tie between this Mansfield and Isaac Mansfield, who was involved with the chewing gum industry, is missing. It is certain that the corporate progenitor of the Mansfield Company was the Iota Confection Company, located at Liberty and Lafayette Streets, Newark, New Jersey. The Iota company was incorporated November 12, 1901, with \$1,000 and capi-

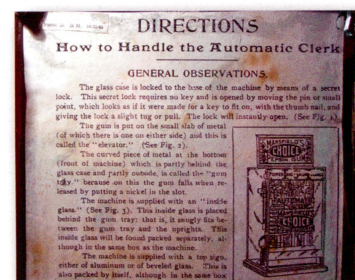
tal stock approved for \$250,000. The agent for the company was Isaac Mansfield. This company was very short-lived, being dissolved just four weeks later (December 13th), when it became the Columbia Gum Company. While the capital stock was transferred to this new company in January 30, 1902, the value of the capital stock was reduced to only \$40,000, December 18th, 1902.

Directory entries show that branches of the Mansfield Gum Company were opened in Cincinnati, Ohio (1903-1905) and Philadelphia, Pennsylvania (1904-1908).

Meanwhile in New Jersey, the Columbia Gum Com-

pany changed its name to Mansfield Gum Company, March 1, 1904. The final name change, to the Mansfield Company, occurred March 16, 1907. (The name Mansfield Gum Company does make a reappearance in some corporate directories from 1916 to 1922, but the legal corporate name appears not to have changed until the company closed in 1922.)

The young company must have been robust for records indicate that in 1906, it employed over 125 employees. Interesting, from 1906 until 1920, the company's main office at 227 High Street, Newark, was also the corporate home of the Automatic Clerk Company. The Automatic Clerk Company was started sometime before 1902, but was officially incorporated May 28, 1902, with a capitalization of \$10,000 and approval for up to \$50,000,000 in stock (the equivalent of over \$1.2 billion in 2008 dollars). (There is no evidence that that much stock was ever issued and the total amount was reduced to \$1,850,000 in December, 1907.) At the time of the initial incorporation in 1902, the official corporate agent was listed as F. W. Leef. The fact that existing machines all carry the Automatic Clerk name and the physical proximity of these two companies, raises interesting, and at the moment unanswered, questions about the corporate and logistical relationships involved.



The Downfall of the Company

Considering the range of serial numbers found on the Mansfield's Choice vendors (suggesting that more than 95,000 machines may have been made) and the evidence that the gum was sold through stores independent of the machine, one must wonder why the company did not succeed. Two elements can be postulated: the effects of World War I on the industry in general and the wrath of the chewing gum giant, William Wrigley, Jr.

With the coming of World War I, sugar was rationed, limiting gum production. The chewing gum industry did its part for the war effort. It urged the purchase of Liberty Bonds in its advertising, and one company (Wrigley) even paid its dividends in Bonds. Added to these commercial pressures was an over abundance of chewing gum manufacturers competing for the limited market. In 1910, there were over

40 producers of chewing gum listed in the directories of major cities and over 350 brands and trade names registered.

This made it difficult for a

smaller company to compete especially in a market dominated by the great chewing gum trust, American Chicle, formed in 1899. By the end of World War I, the situation was even worse with 137 gum manufacturers listed in trade listings.

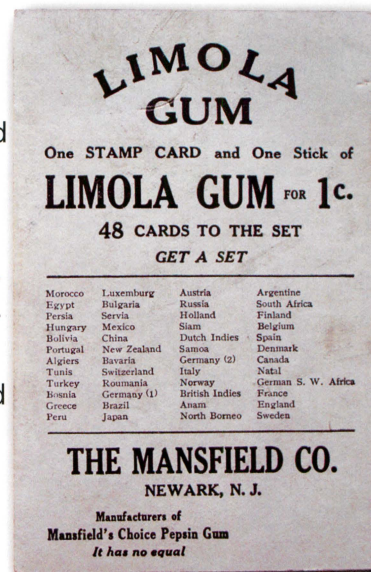
The Wrath of the Giant

Beginning in either late 1893 or early 1894, William Wrigley, Jr., first decided to market a spearmint gum. He had always been fond of the flavor, but the market was not that receptive. In later court testimony, Wrigley claimed that he was unaware of any other spearmint gum, though they had been marketed. Wrigley made a renewed effort at marketing the flavor in 1899 and 1901, but in 1901, only about 10,000 boxes of the flavor were sold. Wrigley again introduced Spearmint in 1907 with a massive advertising campaign in New York State. He took advantage of a Wall Street money crisis that gave him incredibly favorable advertising rates. This time, sales jumped to over \$3 million in 1910, and almost \$7 million by 1913.

Beginning in 1907, William Wrigley, Jr., attempted to trademark the name Spearmint with the arrow. The trademark was granted later that year, but the Grove Company objected and introduced evidence that the name had been used by others in association with chewing gum as early as 1896. The result was a decision to rescind the right of Wrigley to use the name spearmint exclusively. Long before this court decision had been handed down, Wrigley initiated a series of law suits against other gum manufacturers who had been using the name. This included Digesto Gum Company in 1910, resulting in its eventual secret sale and closure (see C.O.C.A. Times 11(2):4-10, 2009). The first of these suits was against a New York jobber, M. Gutman & Son, who had been selling spearmint gum made by the Mansfield Company. Also added to this suit were The Grove Company (Salem, Ohio) and Frank H. Fleeer & Co. (Philadelphia).

The United States Circuit Court granted an injunction against Gutman & Son, but the injunction did not prevent the defendants or other manufacturers from using "packages of the same size, weight, or shape" as the Wrigley packages, provided that the packages were properly differentiated from the Wrigley brand. Though this effectively blocked Gutman & Son, some of the manufacturers paid no attention, resulting in individual legal actions, such as the Grove, L.P. Larson, and Pulver suits. (Ironically, in 1928 a counter suit by Larson over the Wintermint brand was finally settled against Wrigley for almost \$2 million.)

Could these problems have spelled the final downfall of the Mansfield Company? Unless specific corporate records come to light, we will probably never know for sure. What is known for sure is that based on the ornate machines and the aluminum pocket tins, Mansfield's Gum was one "choice gum."



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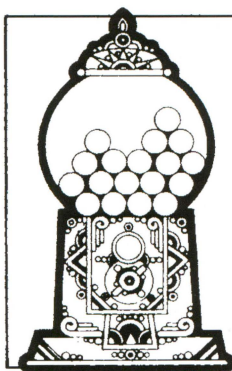
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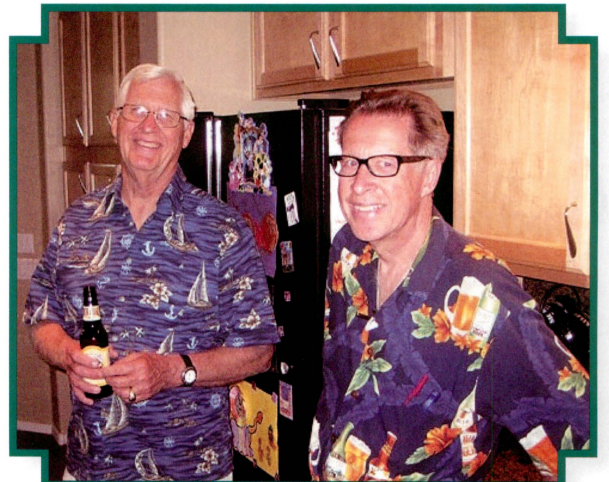
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Lu Cat

The Five Cent Version

by Bill Howard

The Lu Cat was manufactured by the K&R Company of San Francisco, California. The history and misconceptions surrounding this wonderful coin operated machine have been discussed in my book, Every Picture Tells a Story, on page 122. From the time I first became aware of this machine, I have seen its value and appreciation in the eyes of coin machine collectors grow by leaps and bounds. The function of this article is not to rehash the historic information or the unique qualities of the example I am fortunate enough to own that has already been covered in my book, but to share the story of how good friends helped me acquire and enjoy my Lu Cat.

First, paper rolls are needed for this machine to supply the numbered ticket spit out with each pull of the lever on the side after a coin has been inserted. When good friend Jay Lowe learned that I acquired my Lu Cat during an Atlantic City Antique show a few years ago, he mailed me an entire roll to refill the machine when needed. The resources of the Santa Claus of the East continued to be endless. He could prove a valuable person to contact if your example gets "off its leash" and needs a new roll.



I had the opportunity some years back to buy a traditional Lu Cat from friend and dealer Jack Freund at a time of financial embarrassment, when creative financing was out of the question. But disappointment at Chicagoland after Jack's nice offering eventually turned out to be a bit of good fortune, as the story of my Lu Cat unfolded.

Some years later, while on a trip to see Gus Gustwiller in Ottawa, Ohio, Gus showed me what appeared to be a wonderful turn of the century animated window display from Tiffany's. It had stopped working. He also showed me at the same time an "oddball" Lu Cat that he was selling. He already had a traditional example. He assumed it had been repainted and recast, as it had a hole in the head where the Lu Cat label should be, was not spotted, did not have the reward card or pole holding

it, or a hole in the casting to insert the pole. And it operated on a nickel. He considered it a recast and priced it to me accordingly. I suggested he leave it with me a few days while I gave it some thought. If I turned out not to be interested, my booth at the Atlantic City Antique Show was just around the corner. Neither of us were much interested in recast or repainted machines. I also suggested he let me take his Tiffany window piece so that the condition and repair "guru", the late Bob Legan, could weave his magic and get it going for sale at Atlantic City.

What awaited me at Bob's home in Mentor, Ohio, a few nights later was the old "good news, bad news". First, poor Gus' window display turned out to be an unrepairable fake. Some dirt bag had misappropriated an old Tiffany label onto a framed contraption and dumped it at an antique mall for some unsuspecting victim. To make things worse, the internal mechanism was shot. After getting the news Tom told me to move it at Atlantic City "as is". It did not sell there, causing Gus to take it and return it to the antique mall, the scene of the crime.

What I learned about the "oddball" Lu Cat was good news. The hole at the head of the cat instead of a lable turned out to be a different style that allowed the operator to know that there was sufficient paper for the next play, as opposed to having the machine "run out" in front of a frustrated player after he inserted his coin. And we know how gamblers do not enjoy being frustrated. It should be noted that (don't let the innocent gumball or cat fool you), Lu Cat is, first and foremost a gambling machine. Also, the "oddball" was no recast, because the casting was slightly


larger than the traditional ten cent Lu Cats. Bob did some checking and discovered that no five cent versions were known to exist. So what I presented was a rare version that was not a recast. But this Lu Cat was still destined to be sold at Atlantic City because I was not interested in a completely repainted Lu Cat without spots, even if otherwise original. And it had to be repainted, as the paint condition was almost perfect.

So I arrived at Atlantic City and put my Lu Cat out at the discount price as discussed in Ottawa. Just as I put it out, an old friend from my mechanical bank days, the grey fox himself, Donal Markey, appeared. Now the grey fox can spot repaint or repair on metal faster than a tramp can spot a bean. I asked him to look at my Lu Cat for any signs of repaint on any part of the cat. He proceeded to take out his equipment, perform his autopsy, and turn and say "what repaint, this paint has never been touched. every inch is original". The Lu Cat, pictured below, quickly went under the table while I called Gus from Atlantic City to tell him that I had bought the "oddball" Lu Cat.

When I later confessed the true story to the Ottawa Flash, he laughed, shook his head and asked if I wanted to trade my Lu Cat for his. When I declined, he mumbled something about "Willie the Crumb," his nickname for me.

The Lu Cat is, in my opinion, one of the most desirable of trade stimulators, combining a rare mix of folk, gambling and vending. The additional rarity of the solid paint, along with the casting and coinage variation, as well as its wonderful look, makes this machine a favorite of my collection.

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CHICAGOLAND SLOT MACHINE, JUKE BOX AND ADVERTISING SHOW PROVES TO BE A BIG COLLECTOR AND FAMILY DRAW

by Jack Kelly



Show promoters, from left, Dawn and Kevin Greco, Sam and Penny Traynoff along with sons Sam Traynoff, age 13, and Nicholas Greco, age 9, pause at the booth of John Johnston, Jukebox Classics, Hawley, Pa.

"This is a fun show" chirped one youngster to his father as the family moved down the isles of the semi-annual Slot Machine, Juke Box and Advertising Show held at Pheasant Run Resort, St. Charles, Ill.

The 300 dealer event ran April 9, 10 and 11 some 35 miles west of Chicago and appeared to draw a good mixture of serious collectors, young and old, families and singles to "ooh and ah" play and maybe purchase collectables on display, priced from a few bucks to many thousands of dollars.

Serious buyers forked over \$50 for early admission on Friday while others paid \$7 per person for general admission Saturday and Sunday.

The prize for the biggest item probably could have been awarded to Mike Russell and John Troxell, who offered a 10-foot-long, 6-foot-tall double sided porcelain and double red neon sign displaying the famous Mobil gas and oil flying red horse. The working device, a spinning beauty circa 1954, transported via a custom trailer, could draw a crowd to your place for \$40,000.

Dealer Frank Zygmunt, Westmont, Ill., has gained a reputation for coin-operated crowd pleasers. Among the dozens of slot and music machines he brought to the show, was one literally head and shoulders above the rest. The object of desire was a 1925 Mills coin operated Music of Masters combination horse race game and piano roll music player. The 5-foot tall, 4-foot-long mahogany device featured tiny metal jockeys and horses behind glass, moving along a race track while music played on the bottom portion. The electric/pneumatic vintage machine could wow the crowd at your next party for \$75,000. Other items at his booth were priced from \$600 and up.

Two of Zygmunt's customers flew 8 hours by air to purchase -- among other things -- a 1932 Little Duke penny gambling slot machine, with gumball vendor on the side, for \$2,900. The travelers were Meriam and Jurg Muller of Switzerland. It was the third time



Dealers Mike Russell (left) and John Troxell drove to the show from Columbia, Missouri with a 6-foot-tall double sided porcelain and red neon Mobil gas and oil flying horse priced \$40,000.



A 1939 Little Duke slot machine was checked over, then purchased by Merium and Jurg Muller of Switzerland, who flew 8 hours to purchase items at the show.

the couple has visited the show over the years and they called attention to “good buys on smalls and game room items.” Both mentioned they had little trouble with the language here saying there were four languages spoken in Switzerland.

It took almost two days for dealer Frank Hamwey to drive to the show

from Orange Park, Fla., with a load of vintage juke boxes. Drawing the most attention were a pair of Wurlitzers, circa 1940s. A model 850 known as “the peacock” because of its elaborate design was priced at \$17,000, and a model 800 E priced at \$7,700. Both play 78 rpm records. The 30-year Chicago show veteran said “the slow economy has not affected me at all.”



Frank Hamwey drove two days to Chicagoland from Orange Park, Fla., bringing along two Vintage Wurlitzer Jukeboxes priced \$7,700 and \$17,000.

Those with a taste for 1950s jukes that play 45 rpm records checked out two offered by John Johnston, Jukebox Classics, Hawley, Pa. The dealer pointed out a Wurlitzer model 1900 priced at \$4,850 and a Seeburg “C” for \$3,750.



Laurie Primeau brought thousands of vintage records, and her two pet dogs, to the show from London, Ontario, Canada.

If vintage records were needed for your “new” jukebox, Lauri Primeau offered a selection of 1,000 titles at the show in both 45 and 78 rpm. The dealer said 40,000 45 rpm were in stock at PrimeauMusic, in London, Ontario, Canada priced from \$3 to \$2,000 each, and were also available on-line at PrimeauMusic.com.

Erick Johnson and David Cook teamed up to show over a booth full of vintage coin operated vending machines, transported to the show from their homes in Phoenix, Ariz. Many browsers stopped to check out their 1930s porcelain 30-inch-tall cop and robber gum machine that featured animated characters for \$1,200, and a green porcelain 14-inch-tall Northwestern 33 peanut machine offered for \$945.

The calling card of Pat Hamlet, Chicago Pinball, Libertyville, Ill., states “Fun for Sale,” and many people stopped by his booth to check out the phrase. Among the many offerings at his booth, an 8-foot-long wooden 1962 Skill-Ball drew lots of attention from players of all ages. Before the show ended, the popular device, priced at \$1,200, was marked “Sold.” Hamlet said he brought a truckload of pinball and arcade games to Pheasant Run and was happy with sales. (see next page.)



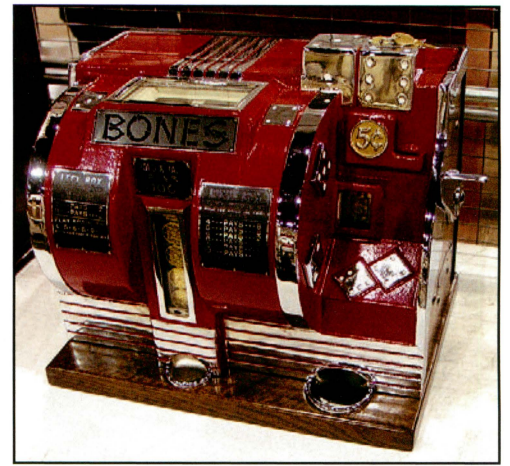
Pat Hamlet of Chicago Pinball shows young visitors how his Playtime Skillball machine works.

Also bringing pinball games to the show was dealer Kurt Hill, Hemisphere Amusements in nearby Lombard, Ill. The dealer said, “families want a game for the basement” and displayed ten different models priced from \$1,200 to \$4,400.

Finely refinished slot machines filled the booth of veteran dealer Alan Sax, Long Grove, Ill. Many folks stopped to admire – and play – two light-up 1940s Jennings Sun Chief slot machines. A quarter play countertop



Two light-up Jennings slot machines caught many an eye at the Chicagoland Show.



An oddball dice shaking coin operated slot machine was priced \$15,000 by dealer Alan Sax.

model was priced \$2,600 and a 50-cent floor model machine, \$5,750. At the same spot, a 1930s Buckley Bones dice throwing slot machine carried a price tag of \$15,000.

It took just one penny to have your fortune told by a countertop 1926 Mills Wizard Fortune Teller at the booth of John Mahar, Saginaw, Mich.--but with a catch -- the machine cost \$2,800. At the same spot, a vintage set of 8-inch-tall 1964 Beatles nodder bobbin’ head dolls could rock ‘n roll at your place for \$395.

Farm toy collector traffic stopped for a closer look at the mid 1950s metal Farmall pedal tractor, with rubber tires, I.H. advertising sun umbrella, and a hauling wagon on back. The complete set, made by Eska, was offered for \$2,750 by Dale Robinson, St. Charles, Ill. At the same spot, a 1980s new-old-stock 3-by 10-foot tin embossed John Deere sign could be taken home for \$850.

The father and son team of John Carini and 21-year-old Nick traveled to the event from Milwaukee. The senior Carini authored a Schiffer Publisher’s price book for antique vending machines in 2002 entitled “The Pocket Guide to Coin-Op Vending Machines, With Price Guide.” Like father like son; Nick said he has been buying and selling since he was 12 years old.

Among the dozens of Coke machines available at the show, many stopped to check out slim line 1950s Cavalier 44 small bottle vendor offered by Rodney Hellemn for \$1,500. The dealer, from Buford, Ga., also quickly sold a Coca-Cola drag racing advertising sign for \$100. Hellemn said the sign actually was offered for sale by his 14-year- old daughter Brittney, who finished in the top five Junior Dragsters for two years straight.



Twelve year old Nicholas Kindness, son of dealer Robert Kindness leans on a vintage coin operated coke machine to rest while shopping the Chicagoland Show.

Many visitors came to buy, like Bill Howard of Akron, Ohio, who purchased a 3 foot-tall restored early standing 1900s black Palmer Cox Brownie papier mache' man. The oddball piece featured two hand-wound clockwork mechanisms that move the eyes and mouth. Howard said he was "thrilled to find the piece, one of two known" at a price of \$10,000. "You find something like this and it takes the gas out of your tank," he said, gazing at the figure, complete with stovepipe formal hat.

What some call "fine art" advertising was featured at the booth of Tim and Michelle Smith, whose card reads, "illustration art collectors." On display was an original 30-by 40 inch pastel painting of a girl and horse, along with printed commercial examples of the same piece.



Collector Bill Howard "chews the fat" with his early 1900s Palmer Cox Brownie purchased for \$10,000 at the Chicagoland Show.

Also shown were advertising calendars from the Gerlach-Barklow Calendar Co., a personal favorite of the collector/dealers. Besides buying and selling, the couple also were promoting the twice-per-year Chicagoland Petroleum and Advertising Show they co-host. The next show is slated for Oct. 17 at Peotone, Ill.

A 6-foot-long aluminum full dimension submarine, that advertised a sub sandwich shop, was priced at \$6,500 by Paul Voska, Perrysburg, Oh. The show regular also pointed with pride to a 2 by-3-foot framed paper 1920s carinval poster ready to hang and enjoy for \$2,800.

Some visitors got an extra treat from Elvis impersonator Michael Clardie, Such-A-Night Productions, Sterling, Ill. The black hair side and sideburn Elvis look-alike would, on request, belt out a few lines from a roster of over 768 songs the singer said he could perform. His booth was filled with collectable soda pop and soda fountain items and, of course, those commemorating "The King."

Did the sagging economy bog down buying at the Pheasant Run show? At a glance, sales appeared to be brisk, and show vendors expressed the usual bag of good to not-so-good results. But when all was said and done, many expressed almost the same theme, word for word: "It's been ok, it wasn't awful and it wasn't fabulous, it was just okay."

The next Chicagoland Slot Machine, Jukebox and Advertising Show will again be held at Pheasant Run, St Charles, Ill., November 12, 13 & 14.

Dealers can get information from co-promoter Bob Traynoff at 1-847-244-9263.

Show information also is available from co-promoter Kevin Greco at 1-815-353-1593 and at www.chicagolandshow.com.

Gathering at Dan David's

Southern California - June, 2010

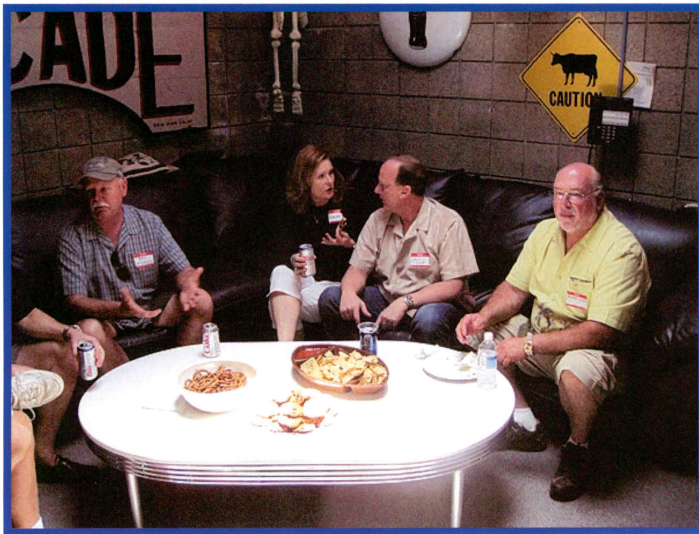
On Saturday June 5th, a COCA Local Gathering was held at Dan David's office (and Game Room) in Southern California. Dan and Nancy were, as always, great hosts. A gourmet lunch of Chili Dogs and Chinese Chicken Salad was served, and Dan's world famous Chocolate Chip Cookies were presented for dessert.

The 'event' was held in Dan's 2000 square foot Arcade/Game Room. Just under 30 COCA members were in attendance, including COCA President & First Lady Erick & Teresa Johnson.

Dan set up a mini show and sell area downstairs and even let those in attendance dig through his workshop and parts area.

A good time was had by all

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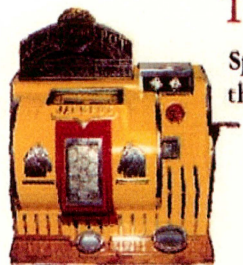
William F. Lippay; husband, father, firefighter and friend passed away on February 20, 2010. Born in 1941, Bill was an avid coin-op collector and was well known for his perfect machine restorations. Bill was an active COCA member. He helped organize the first national COCA convention held in Cleveland, and hosted our first ever COCA local gathering at his home in Strongsville Ohio. He will be missed.

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Paul Hindin, 3712 West Scenic Ave., Mequon, WI 53092;
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2) Marquee playfield for PEO & GOTTLIEB countertop baseball games - \$25. each.
3) E-Z marquees (numbers game or baseball) - \$8.00 each.
4) Rubber gaskets for all Columbus machines - \$2.50 each. Quantity discount.
5) Back door locks for wooden Zenos - \$30. each.
6) BALL GUM aluminum marquees for the Caille Fortune Ball Gum trade stimulator and others. As nice as originals - \$50. each. All prices, plus postage.
Jack Freund, P.O. Box 4, Springfield, WI 53176 or
Email: jbgum@msn.com; Phone: (262) 203-0036.

FOR SALE: Mills Big Six Jackpot upright, very rare - \$25,000 Mills Liberty Bell.
David Kolzow, P.O. Box 45, Mendota, IL 61342;
Phone: (815) 539-9898.

WANTED: A copy, (original or xerox) of the instruction sheet that must have come with the AC Multibell to increase or decrease the payout percentage. This is accomplished without adding to, or removing anything from the machine.
If you own or know someone who owns a Berger "The Electric" please contact me. It's the same game as the Chicago Ridge only with a single coin entry and a dial to pick your color.
Richard Fague, (650) 755-9407.

Older coin-op publications for sale:
"THE COIN SLOT" - 65 issues, 1981 - 1995;
"LOOSE CHANGE" - 89 issues, 1983 - 1995;
"COIN OP CLASSICS" - 8 issues, 1994 - 1995;
"SLOT BOX COLLECTOR/CLASSIC AMUSEMENTS" - 10 issues, 1991 - 1993;
"MECHANICAL MARVEL MARKETPLACE" - 5 issues, 1985;
"COIN DROP INTERNATIONAL" - 3 issues, 1997 - 1999;
All in good condition. \$375. plus shipping.
Herb Weinfield, (847) 480-7860 or slotsforherb@sbcglobal.net

WANTED: Handle for early Jennings Cigarolla machine; Coin acceptor for later Jennings Cigarolla machine (left side); Seeburg Trash Can Juke Box, model 148 - Part #F-402757, center grille ornament, upper (mustache); Upper and top back casting for Mills Castle front.
Rick Frink, (517) 546-7470.

WANTED: MILLS FREE PLAY MINT VENDOR.
See picture on Page 269 of Collector's Treasury of Antique Slot Machines, Peppi Bruneau, 145 Robert E. Lee Blvd., #206, New Orleans, LA 70124. Phone: (504) 288-1200; Fax: (504) 333-6736;
Email: cebruneau@cs.com

WANTED: Early Tall Case and Wood Pulver Machines. Advance Circus and L-Shaped Gum Machines. Contact: Ron Pulver, W3524 Raddatz Rd., Cambria, WI 53923. Phone: (608) 225-9702, rspulv@yahoo.com

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WANTED: Penny Slot machines. Please email photos and asking prices to Dan Davids, djdaids@earthlink.net, (310) 349-2082.

WANTED: Golf Ball Slot and Kitty Slot Machine. Also buying German, French and English choc. and gum machines.
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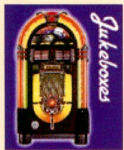
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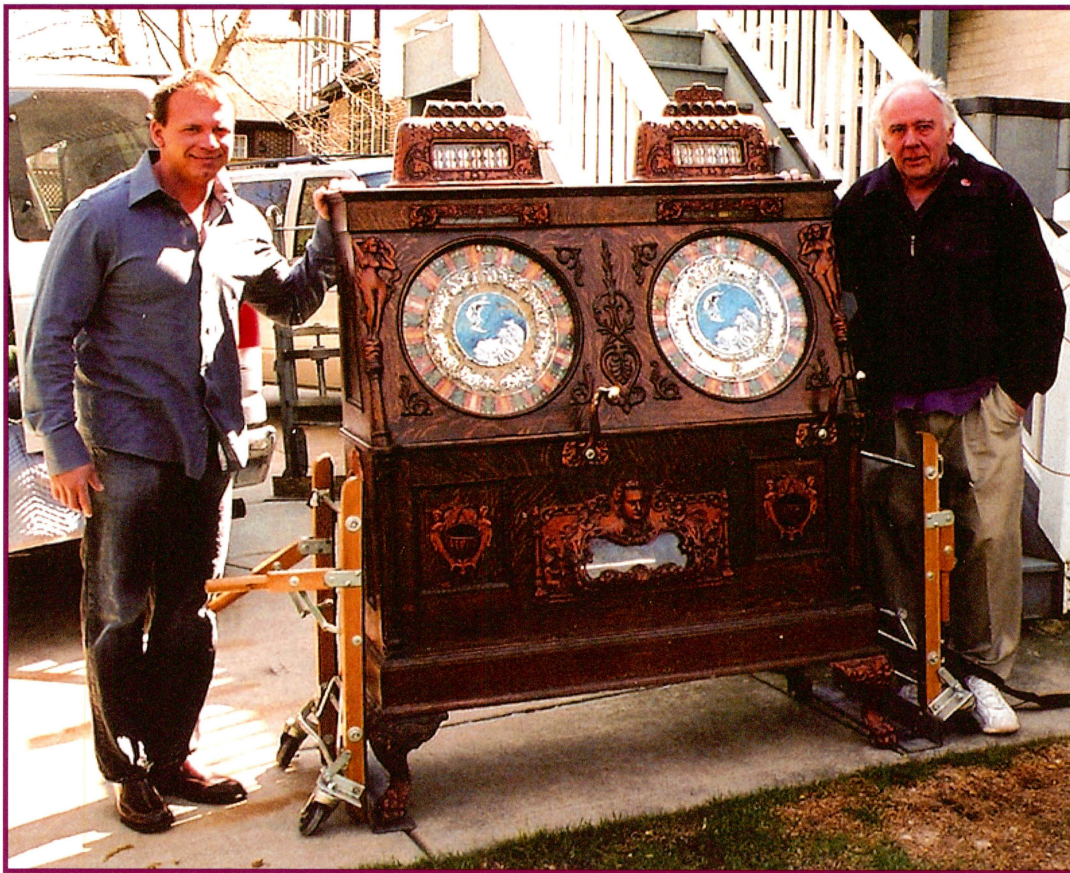
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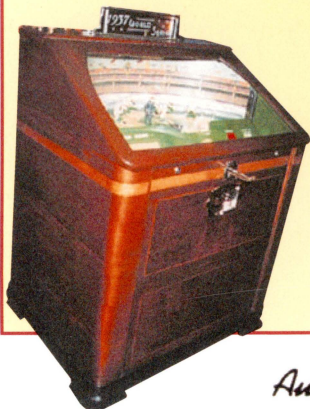
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